We Claim:

1. A method of labelling an article, said method comprising the steps of:

(a) providing a heat-transfer label, said heat-transfer labelling system comprising:

(i) a support portion, and

(ii) a transfer portion over said support portion for transfer of the transfer portion from the support portion to the article upon application of heat to the support portion while the transfer portion is placed in contact with the article, said transfer portion comprising a single or multiple color design, and

(b) transferring said transfer portion from said support portion to the article.

2. The method of claim 1, wherein the design comprises either a colored latent curable epoxy, phenoxy, or epoxy- phenoxy resin blend, a colored polyester resin system, or a vinyl resin system.

3. The method of claim 1, wherein the design area has a suitable heat activatability and bonding characteristics and, upon being cooled to below the softening point, has a satisfactory abrasion resistance, to function as the label component of the labelled article without requiring a separate thermoplastic heat activatable adhesive layer or a separate abrasion resistant protective topcoat.

4. The method of Claim 1, wherein the article is selected from the group consisting of glass containers, silane-treated glass containers, plastic containers or sheets, and aluminum cans.

5. The method of Claim 4, wherein the plastic containers or sheets are fabricated from polyester, polyethylene naphthenate, polyethylene, polyethylene terepathalate-glycol modified (PETG), polyvinyl chloride, or polycarbonate.

6. The method of Claim 1, which comprises the additional step (c) of heat activating of the ink design.

7. The method of Claim 6, wherein step (c) is performed before step (b).

8. A solvent-based phenoxy-epoxy ink comprising one or more pigments, a blend of solid phenoxy-epoxy resins dissolved in methyl ethyl ketone /toluene combinations combined with a highly monomeric methyl-butyl coetherified melamine formaldehyde resin, and an amine neutralized acid phosphate catalyst in methanol/butanol or an amine neutralized p-toluene sulfonic acid catalyst in methanol for use as a latent heat curable dried coating (ink) that, upon drying and subsequent exposure to temperatures of 375° to 400° F for less than one minute during the heat transfer process will develop outstanding adhesion, heat resistance, solvent resistance, caustic resistance, and abrasion resistance.

9. A solvent-based polyester ink comprising one or more pigments, blends of polyester resins ranging in glass transition temperatures from 10° C to 105° C dissolved in n-propyl acetate/ methyl ethyl Ketone combinations for use as a labeling material that upon drying and subsequent exposure to temperatures of 375° to 400° F for less than one minute during the heat transfer process will develop outstanding adhesion to a surface.

10. A heat-transfer labelling system comprising:

(i) a support portion, and

(ii) a transfer portion over said support portion for transfer of the transfer portion from the support portion to the article upon application of heat to the support portion while the transfer portion is placed in contact with the article, said transfer portion comprising a single or multiple color design.

11. The labelling system of Claim 10, wherein the support portion comprises a substrate overcoated with a release layer.

12. The labelling system of Claim 11, wherein the relevant layer is polyethylene, polypropylene, or polyester.

13. The labelling system of Claim 10, wherein the substrate is paper.

14. The labelling system of Claim 10, wherein the substrate is plastic film.

15. The labelling system of Claim 10, wherein said transfer portion is in direct contact with said support portion.

16. The labelling system of Claim 10 further comprising a skim coat interposed between said support and said transfer portion.